



U.S. Small Business  
Administration

# News Release

## New Hampshire DISTRICT

**Release Date: September 3, 2021**

**Release Number: NH-21-20**

**Contact:** Cheryl Croto, [Cheryl.Croto@sba.gov](mailto:Cheryl.Croto@sba.gov)

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### **New Hampshire Business to be Featured at SBA's National Small Business Week Virtual Summit**

**Concord** – The U.S. Small Business Administration will host the [National Small Business Week Virtual Summit](#) September 13-15, 2021. This annual event honors the nation's 32.5 million small businesses for their perseverance, ingenuity, triumphs, and creativity. New Hampshire entrepreneurs Annette Lee and Nicole Carrier of Throwback Brewery in North Hampton will be highlighted during this event.

In 2011, Annette and Nicole opened a brewery in a small New Hampshire warehouse. They had a vision of creating a place where they could brew great beer and bring people together. In 2015, with the help of Enterprise Bank, Granite State Development Corp. and SBA backed loans, they purchased, renovated, and repurposed a 5,000 square-foot 1860s sheep barn located on a 12-acre farm near the Seacoast. This expansion increased their brewing capacity from 3-barrels to an impressive 15-barrel system. Later, Nicole and Annette established a full-scale kitchen, and a 5-acre farm with vegetables, for customers to enjoy in their new farm-to-table restaurant.

The pandemic affected Nicole and Annette's business dramatically. When covid first hit, they transitioned to 100% takeout pivoting from the normal 5% while implementing an online ordering system. As all restaurants transitioned and were allowed to open outside, Throwback moved to a table service model with a hostess and an online reservation system.

Nicole Carrier explained, "The programs and grants offered by the SBA to small businesses during the pandemic served as a lifeline for our restaurant, farm, and brewery. We are incredibly thankful for the support, which allowed us to keep our top-notch team employed and engaged, while affording us the flexibility to find creative ways to make it through the tough times."

"I'm thrilled that a New Hampshire business will be featured during SBA's National Small Business Week this year," said Amy Bassett, SBA New Hampshire District Director. "Annette and Nicole of Throwback Brewery are two entrepreneurs that have demonstrated their perseverance, resiliency and creativity as they've weathered the storm of the COVID-19 pandemic. They made full use of SBA's recovery programs including the Paycheck Protection Program and the Restaurant Revitalization Program. With hard work and determination, Annette and Nicole are in a great position to build back better."

Those interested in watching Annette and Nicole and participating in SBA's National Small Business Week Virtual Summit register here: [www.sba.gov/nsbw](http://www.sba.gov/nsbw). Schedule of events:

**Monday, September 13, 11 a.m. EDT** – *"Getting Back on Track: Resources to Build Back Better"*

**Day's events include:**

- **National Small Business Week Welcome** – SBA Administrator Guzman
- **Morning Session** – Visa US Economic Outlook: Charting a Course for the Expansion
- **Mid-day Sessions** –
  - Getting Real about Resilience
  - Make Your Small Business More Accessible
  - Winning in E-commerce with Email Marketing



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- **Late-day Session** – Government Incentives to Support and Retain Employees

**Tuesday, September 14, 11 a.m. EDT** – *“Better Serving Small Businesses and Underserved Communities”*

**Day’s events include:**

- **Morning Sessions** –
  - Access to Capital for Women Entrepreneurs
  - U.S. Postal Service: Delivering Solutions for Small Businesses
- **Mid-day Sessions** –
  - Unlocking the Doors to Access for Black-Owned Businesses: Funders and Founders Share their Real-Life Stories
  - Resilience and the Recovery: How Small Businesses Can Adapt to the Trends Transforming the Workforce
- **Late-day Session** – Support Latino Biz: How Mayors and influencers are leading the way to celebrate the significant economic contributions that Latino-owned businesses make, the jobs they help create, and the positive impact they bring to our community.

**Wednesday, September 15, 11 a.m. EDT** – *“Continuance to Support Resilience and Renewal”*

**Day’s events include:**

- **Morning Session** – Recovery Lessons from the Nation’s Entrepreneurial Coaching Networks
- **Panel Discussion** – Exporting as a Way to Grow Your Business: How SBA Can Help You Sell Overseas
- **Mid-day Sessions** –
  - Accelerate Your Small Business Success by Selling Online
  - Integrating Brick and Mortar and E-commerce
- **Late-day Session** – Empowering the Veteran and Military Small Business Community
- **Closing Session** – “Gateway to Success:” Tune in to get a virtual look at the nationwide resources SBA field offices have to help small businesses business start, grow, expand and recover, and how to get connected to the powerful network of small business entrepreneurs right in your community.

To register for the National Small Business Week Virtual Summit and to participate in summit workshops, please visit <http://www.sba.gov/NSBW>. All events will be live-streamed and will use the event hashtag #SmallBusinessWeek.

Details and information will be posted on <https://www.sba.gov/NSBW> as events are finalized.

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Cosponsorship Authorization #21-21-C. SBA’s participation in this Cosponsored Activity is not an endorsement of the views, opinions, products or services of any Cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance, by contacting [smallbusinessweek@sba.gov](mailto:smallbusinessweek@sba.gov). SCORE is partially funded by SBA Cooperative Agreement No. SBAHQ-14-S-0001.

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### **About the U.S. Small Business Administration**

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow or expand their businesses, or recover from a declared disaster. It delivers services through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit [www.sba.gov](http://www.sba.gov).